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Mass communication is the outgrowth of this need. If you remember our definition of mass communication as the public transfer of messages through media or technology driven channels to a large number of recipients, you can easily identify the multiple forms of mass communication you rely on in your personal, academic, and professional lives.

Mass Communication Summary | Introduction to Communication

This is the table of contents for the book Mass Communication, Media, and Culture (v. 1.0). For more details on it (including licensing), click here.

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